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October 24, 2006

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Michael J. Turton

FROM

21

PAGES (WITH COVER)

0014

REFERENCE NO

53051/288305

CLIENT/MATTER NO.

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1. Transmittal Form PTO/SB/21
2. Fec Transmittal Form PTO/SB/17
3. PTO-2038 Credit Card Payment Form
4. Amendment and Response

Applicants: Simon TONG and Mark PEARSON
U.S. Serial No.: 10/661,741
For: Methods and Systems for Improving a Search Ranking Using
Population Information and Click Data
Examiner: Cheryl Renea LEWIS
Art Unit: 2167

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US2000 734941.1

PTO/SB/21 (09-04)

Approved for use through 07/31/2008. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**TRANSMITTAL
FORM**

Application Number	10/661,741
Filing Date	September 12, 2003
First Named Inventor	Simon TONG
Art Unit	2167
Examiner Name	Cheryl Renea LEWIS
Attorney Docket Number	53051/288305

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Total Number of Pages in This Submission 16

ENCLOSURES (check all that apply)☒ Fee Transmittal Form☐ Fee Attached☒ Amendment / Reply☒ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☐ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Reply to Missing Parts/
Incomplete Application☐ Reply to Missing Parts
under 37 CFR 1.52 or 1.53☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a
Provisional Application☐ Power of Attorney, Revocation
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) _____☐ Landscape Table on CD☐ After Allowance Communication to TC☐ Appeal Communication to Board
of Appeals and Interferences☐ Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☒ Other Enclosure(s)
(please identify below):

PTO-2038 Credit Card Payment Form

Remarks**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm

KILPATRICK STOCKTON LLP

Signature

Printed Name

Michael J. Turton

Date

October 24, 2006

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40,852

CERTIFICATE OF TRANSMISSION/MAILING

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Signature

Typed or printed name

Colleen Kadian

Date

10/24/06

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the gathering, preparing, and submitting the completed application form to the USPTO, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL for FY 2005

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 100

Complete if Known

Application Number	10/661,741
Filing Date	September 12, 2003
First Named Inventor	Simon Tong and Mark Pearson
Examiner Name	Lewis, Cheryl Renea
Art Unit	2187
Attorney Docket No.	53051/288305

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METHOD OF PAYMENT (check all that apply)

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- For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)
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- Under 37 CFR 1.16 and 1.17

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FEE CALCULATION

1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	—
Design	200	100	100	50	130	65	—
Plant	200	100	300	150	160	80	—
Reissue	300	150	500	250	600	300	—
Provisional	200	100	0	0	0	0	—

2. EXCESS CLAIM FEES

Fee Description

Each claim over 20 (including Reissues)
Each independent claim over 3 (including Reissues)
Multiple dependent claims

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
46	-20 or HP= 2	50	100

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
2	-3 or HP= 0	0	0

HP = highest number of independent claims paid for, if greater than 3.

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

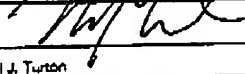
Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
—	-100 =	/ 50 =	(round up to a whole number) x	

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge) : _____

SUBMITTED BY

Signature		Registration No. (Attorney/Agent)	40,652	Telephone	404-815-6500
Name (Print/Type)	Michael J. Turton	Date	10/24/06		

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Simon Tong and Mark Pearson

SERIAL NO.: 10/661,741

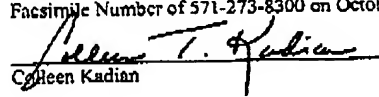
Group Art
Unit: 2167

FILED: September 12, 2003

Examiner: LEWIS, Cheryl Renea

FOR: Methods and Systems for Improving a Search Ranking Using Population
Information and Click Data

Attorney Docket No.: 53051/288305

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to MAIL STOP AF, U.S. Patent and Trademark Office's Centralized
Facsimile Number of 571-273-8300 on October 24, 2006.
Colleen Kadian**AMENDMENT AND RESPONSE**

Sir:

In response to the Office Action dated August 24, 2006, please consider the
following amendment and response:

Amendment of the Claims are reflected in the listing of claims, which begins on
page 2 of this paper.

Remarks begin on page 13 of this paper.

10/25/2006 MBINAS 00000011 10661741

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